



***Science Communication:
Opportunities and Challenges***

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Communicating science in SA

Milestones

Key players

Trends

Challenges

Milestones

- 1994
- White Paper on S&T
- 1998 Year of S&T
- SAASTA
- DST
- Pioneers, icons, role models
- Science centres, festivals, cafés
- Innovative approaches

Encouraging trends

- **Public and policy agenda**
- **Demand for skills and expertise**
- **Demand for research**
- **Recognised by**
 - universities
 - science councils
 - new science agencies

Science and society



- Nature of science
- Science culture
- More research

Science and Policy

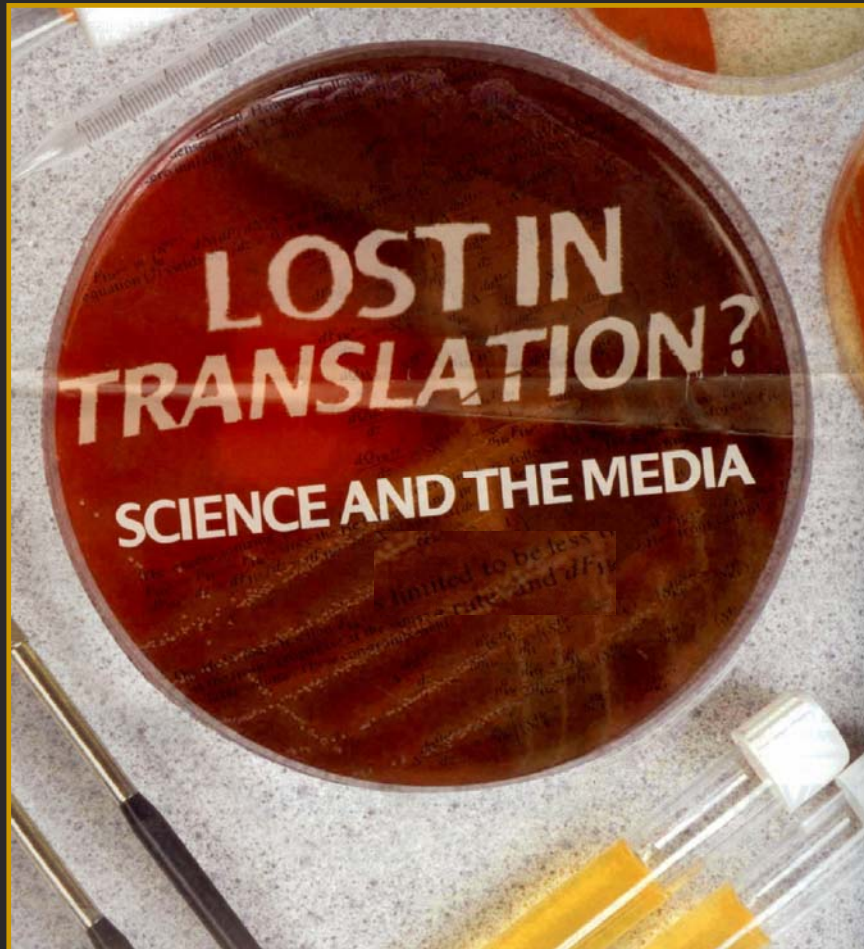
- Evidence-based
- Informed decisions
- Proving impact
- Tracking success
- Training & research

Scientists



- Skills & confidence
- Support & “real world” help
- Incentives & recognition

Media – science journalism



- Training
- Research
- Editorial barriers

Science outreach

- Youth focus
- Reaching adults?



Public engagement

- Open dialogue
- Listening
- Audiences
- Going “upstream”

Distance, diversity, poverty ...



How do we ...

- Sustain what we have?
- Grow and expand?
- Showcase success?
- Prove impact?
- Attract more funding?
- Build capacity?
- Encourage scientists?
- Create more opportunities?
- Keep up with science?